

BECYCLE

Innovation, sustainability, style: leading cycling brands in the spotlight at BECYCLE

Italian excellence and more. From June 26 to 28 at Stazione Leopolda in Florence, a showcase of history, allure, and technology, including bikes and products set to star in the Tour de France and the upcoming Olympics

The iconic brands of the cycling industry, Italian excellences, sustainable technical apparel labels, top-class footwear: all of this, and more, will be on the show in **BECYCLE**, the innovative event by **Pitti Immagine** dedicated to the world of cycling.

Taking place at **Stazione Leopolda in Florence** from **June 26 to 28, 2024**, BECYCLE will feature a blend of history and innovation, design and sustainability. Among the Italian industry leaders present will be **Colnago, De Rosa, Campagnolo, Passoni, 3T, Pard, Q36.5, Nalini, Northwave**, and **Sidi**, alongside fellow leaders on the international scale such as **Cervélo** and **ASSOS**.

In the city hosting the Grand Depart of the 2024 **Tour de France** on Saturday, June 29, and the presentation of the champions at Palazzo Vecchio and Piazzale Michelangelo on Thursday, June 27, BECYCLE will showcase **Colnago** bikes, the brand sharing Tadej Pogacar's successes. Fresh off his first Giro d'Italia win, the Slovenian is expected to shine at the Grand Boucle. At the Cambiago company's booth, visitors can admire the special pink V4Rs bike celebrating his Giro triumph, the Fleur-de-Lys, the official bike of the 2024 Tour de France, and the C68 model.

From the "Gentle Cannibal" of contemporary cycling to the original "Cannibal," Eddy Merckx, a cycling legend who won the Giro, Tour, and World Championship in 1974. His bike? A **De Rosa**, another company from Milan that has left a mark on cycling history and will showcase its blend of tradition and innovation with advanced construction techniques at BECYCLE. De Rosa's latest creation, the ultralight aero model 70, born from the long-time collaboration with Pininfarina, will be a highlight.

Cycling is a sport of passion, and **Campagnolo** embodies a "love brand" in the cycling world, renowned since 1933 for its iconic components that combine technology and design, focusing on performance and Italian style. Campagnolo's new era features the **Super Record Wireless** group, the new user-centric electronic transmission technology, Bora Ultra WTO wheels, and the HPPM power meter.

Italian excellence is also represented by **Passoni**, where detail is almost an "obsession" and every creation is born from sheer passion. Since 1989, the mission of this Brianza-based company has been to produce timeless, light, and high-performance bikes using precise construction technology and titanium as material of choice.

From Lombardy comes **3T**, a Bergamo-based company producing carbon frames for gravel bikes (like the pioneering Exploro) and road bikes, using advanced processes and patented technologies in its own factory, proudly Made in Italy. Their latest jewel, the Strada Italia, is a versatile bike designed for aerodynamics and comfort, featuring specific geometry and increased tire clearance for handling and performance.

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Artisanal mastery and cutting-edge materials are the winning combination for **Pard**'s luxury bikes, which also feature unique and personalized accessories created by Florentine leather artists.

During the three days of BECYCLE, Stazione Leopolda will also host Italian sportswear excellences like Q36.5 and Nalini. Sustainability, material research, and technology define **Q36.5**'s style, producing garments within a 350-kilometer distance from its Bozen/Bolzano headquarters. Elegant design and performance link their apparel (made from 100% recycled yarns) and technical footwear, with an ambassador like Vincenzo Nibali as a seal of quality.

With over 40 years of experience in the cycling sector, **Nalini**, part of Moa Sport in Castel d'Ario (Mantua), creates Made in Italy cycling apparel with cutting-edge technology, artisanal expertise, and a sustainable process. The Italian brand has a long and prestigious history of collaborations with top road cycling teams and athletes.

The fastest man in the world wears Italian shoes. From his early days, Filippo Ganna, the hour record holder and symbol of today's Italian cycling, has ridden with **Northwave**, which combines a rich history alongside cycling stars with a present of successes with Ganna, Matej Mohoric, and Arnaud de Lie, among others. Northwave's star product in Florence is the Veloce Extreme, an innovative road shoe developed with Ganna himself, that will support the Italian in another quest for Olympic gold in Paris.

Also from the Montebelluna footwear district comes **Sidi**, a leading brand in cycling (and motorcycling) footwear, which has introduced breakthrough innovations and achieved memorable successes in cycling, boasting a palmares like few other brands in the sport. Sidi's new top model for World Tour stars is the Shot 2S.

The premiere of BECYCLE and the Grand Depart of the Tour de France have also attracted international leading brands like Cervélo and ASSOS. Founded in 1995 in Toronto, Canada, **Cervélo** designs innovative road and triathlon bikes with engineering, ambition, and passion. Partnering with today's Team Visma-lease a Bike, Cervélo won all three grand tours in 2023 and aims to defend Jonas Vingegaard's title at the Tour de France starting from Florence. For the Dane and Wout Van Aert, the winning weapon is the Cervélo R5.

Innovation, quality, and attention to detail are the pillars of **ASSOS of Switzerland**, a cycling market benchmark for technical cycling apparel. Known for its quality construction, research and development, and innovation, ASSOS created the first Lycra cycling shorts and continues to raise the bar with each collection, thanks to collaborations with top teams and athletes.

In addition to prestigious Italian and international companies, BECYCLE will host personalities and key figures from the cycling world, taking the stage at Stazione Leopolda for a rich program of talks. National and international cyclotourism destinations will also be present, ready to meet BECYCLE visitors, the media – both sector-specific and general – and a group of international Tour Operators.

For participation, news, and information: [BECYCLE.pittimmagine.com](https://www.becycle.pittimmagine.com)

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Credits

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